

CLAIMS

We claim:

1. A bar composition for delivery of enhanced visual benefits to the skin with specific optical attributes comprising:
 - (a) from about 5% to about 75% of by wt. surfactant;
 - (b) from 0.1 to 35% by wt. of solid particulate optical modifier which exhibits a specific set of optical properties, defined by ΔL , Δa^* , Δb^* , change in reflectivity and/or change in opacity, and which, in combination with a deposition enhancement system, provides at least 5% change in at least one of said optical properties being targeted when said composition is applied to the skin;
 - (c) from 0.1 to 25% by wt. of a deposition enhancement system, wherein, the deposition enhancement system enhances delivery to the skin of a target visual attribute by the optical modifier relative to a composition that has the same surfactant and optical modifier at the same concentration and that does not have the deposition enhancement system; and
 - (d) from about 0.1% to 80% of a hydrophilic structural dispersant; and
 - (e) 1% to 12% by wt. water
2. A composition according to claim 1 wherein the optical attribute affected by change of at least 5% in at least one of said optical properties is chosen from skin shine, skin lightness, skin color, skin glow, skin radiance, skin optical uniformity, skin evenness and mixtures thereof.

3. A composition according to claim 1, comprising 5% to 75% by wt. surfactant.
4. A composition according to claim 1 wherein the skin site wherein the delivery of optical benefits is targeted is skin plateaus and/or crevices on skin.
5. A composition according to claim 1, comprising 0.2% to 25% by wt. optical modifier.
6. A composition according to claim 1 providing changes in one or multiple attributes wherein delivery of modifier provides change in defined values and/or percentages as noted below:
 - ΔL of from 0 to ± 10 L units, wherein said L units are defined by Hunter Lab Color Meter;
 - Δa^* of from 0 to ± 10 a^* units, wherein said a^* units are defined by Hunter Lab Color Meter;
 - Δb^* of from 0 to ± 10 b^* units, wherein said b^* units are defined by Hunter Lab Color Meter;
 - reflectance change of 0 to $\pm 300\%$ as defined by change in gloss measured from a gloss meter;
 - opacity change of 0 to $\pm 50\%$ measured in opacity contrast and defined as ΔL divided by 60;
 - wherein at least one of the values noted is a change of at least 5% from the initial value prior to delivery of modifier.

7. A composition according to claim 1 providing change in shine or glow wherein delivery of modifier provides change in defined values as noted below:

ΔL of from 0 to ± 10 L units, wherein said L units are defined by Hunter Lab Color Meter;

change of reflectance of 0 to $\pm 300\%$ as defined by change in gloss measured by a gloss meter;

change in opacity of 0 to $\pm 20\%$ measured in opacity contrast defined by ΔL divided by 60;

wherein Δa^* and Δb^* are ≤ 2 units and wherein at least one of L, reflectance or opacity is a change of at least 5% from initial value prior to delivery of modifier.

8. A composition according to claim 1 providing change in lightening, whitening, and/or color wherein delivery of modifier provides change in defined values as noted below:

ΔL of from 0 to ± 10 L units, wherein L units are defined by Hunter Lab Color Meter;

Δa^* of from 0 to ± 10 a^* units, wherein a^* units are defined by Hunter Lab Color Meter;

Δb^* of from 0 to ± 10 b^* units, wherein b^* units are defined by Hunter Lab Color Meter;

change in opacity of 0 to $\pm 50\%$ measured by opacity contrast, wherein said contrast is defined by ΔL divided by 60;

wherein Δ reflectance is $\leq 10\%$, Δ reflectance being measured as change in gloss where gloss is measured in a gloss meter;

wherein at least one of L, a*, b* or reflectance is a change of at least 5% from initial value prior to delivery of modifier.

9. A composition according to claim 1, providing change in skin optical uniformity, evenness, blurring and/or soft focus, wherein delivery of modifier provides change in defined value as noted below:

ΔL of from 0 to ± 5 units, wherein said L units are defined by Hunter Lab Color Meter; change in reflectance of 0 to $\pm 100\%$ which is defined in gloss units measured by a gloss meter; change in 0 to $\pm 50\%$, measured in opacity contrast which is defined by ΔL divided by 60; wherein Δa^* and Δb^* are ≤ 2 units.

10. A composition according to claim 1, wherein a mixture of one or more desired visual attributes is obtained by varying ΔL , Δa^* , Δb^* , Δ reflectance and Δ opacity values to fit into areas defining one or more such attributes.

11. A composition according to claim 1, wherein said optical modifier is a non colored or colored organic or inorganic material selected from organic pigments; inorganic pigments; polymers and fillers in turn selected from: titanium dioxide; zinc oxide; colored iron oxide; chromium oxide, hydroxide or hydrate; alumina; silica; zirconia; barium sulfate; silicates; alkaloid polymers and derivatives thereof; polyalkylene; nylon; ultramarine; alkaline earth carbonate; talc; sericite; natural and synthetic mica; platy substrate coated with organic and inorganic materials; bismuth oxychloride; and mixtures thereof.

12. A composition according to claim 1, wherein said optical modifier is a UV sunscreen material with a $D_{50} < 100$ nanometers.

13. A composition according to claim 1, said optical modifier is defined as follows:

- (a) Exterior surface with refractive index of 1.3 to 4.0;
- (b) geometry which is spheriodal, platy or cylindrical;;
- (c) D_{50} of ≤ 200 microns in particle size; and
- (d) color which is obtained fluorescence color, absorption color and/or interference color.

14. A composition according to claim 7 wherein the particulate optical modifier is further defined by:

- (a) an exterior surface of refractive index 1.8 to 4.0,
- (b) geometry which are platy or cylindrical;
- (c) dimensions of spheroidal particles of 0.1 to 200 μm ; dimensions of platyparticles of 10 to 200 μm ; and dimensions of cylindrical particles 10 to 200 μm in length and 0.5 to 5.0 μm in diameter; and
- (d) D_{50} of ≤ 200 microns in particle size.

15. A composition according to claim 8 wherein the particulate optical modifier is further defined by:

- (a) an exterior surface of refractive index 1.3 to 4.0,
- (b) geometry which are platy or spheroidal;
- (c) diversions of spheroidal particles of 0.1 to 1 μm ; and diversion of platty particles 1 to 30 μm ;

- (d) D_{50} of ≤ 30 microns in particle size; and
- (e) color by fluorescence, absorption and/or interference.

16. A composition according to claim 9 wherein the particulate optical modifier is further defined by:

- (a) an exterior surface of refractive index 1.3 to 2.0;
- (b) geometry which are spheroidal, platy, or cylindrical;
- (c) dimensions of spheroidal particles of 0.1 to 200 μm ; and dimension of platy particles 1 to 10 μm ; dimension of cylindrical particles 1 to 10 μm in length and 0.5 to 5.0 μm in diameter; and
- (d) D_{50} of ≤ 200 microns in size.

17. A composition according to claim 1, wherein the deposition system comprises:

- (a) to 1% by wt. cationic polymer or polymers of average charge density ≥ 1 Meq/gram; and
- (b) to 30% by wt. anionic surfactant which forms precipitate with cationic polymer upon dilution.

18. A composition according to claim 17, wherein the precipitate is a floc which can be broken upon shear or rubbing to form a uniform and dispersed film on surface of skin.

19. A composition according to claim 17, wherein said anionic is C_{10} to C_{24} fatty acid soap, alkyl taurate, sulfosuccinate, alkyl sulfate, glycinate, sarcosinate or mixture thereof.

20. A composition according to claim 17, wherein said cationic polymer is selected from polyquaternium 6 , polyquaternium 7, polyquaternium 16, quaternized vinyl pyrrolidone/methacrylate copolymers, hydroxypropylguar gums and mixtures thereof.

21. A composition according to claim 17, additionally comprising about 0.1 to 30% by wt. of a granular anionic polymer which is a natural alkaloid polymer.

22. A composition according to claim 21, wherein said polymer is starch and derivatives, cellulose and derivatives and mixtures thereof.

23. A composition according to claim 1, wherein the deposition enhancement system comprises:

- (a) from about 0.1% to about 10% of a anionic polymer or polymers having an average charge density of at least 1.0 Meq/g; and
- (b) from about 0.1% about 30% of a cationic surfactant which forms a precipitate with the anionic polymer upon dilution.

24. A composition according to claim 23, wherein the precipitate is floc which can be broken up upon shear or rubbing and form a uniform and dispersed film on the surface of the skin.

25. A composition according to claim 23, wherein the cationic surfactant is selected from the group consisting of quaternary amine surfactants, amphoteric surfactants and mixtures thereof.

26. A composition according to claim 25, wherein amphoteric surfactants are betaines.

27. A composition according to claim 23, wherein the anionic polymer is selected from the group consisting of polyacrylates, crosslinked polyacrylates, polyurethanes, alkaloid derived polymers and mixtures thereof.

28. A composition according to claim 23, additionally comprising about 0.1% to about 30% of a granular anionic polymer which is a natural alkaloid polymer.

29. A composition according to claim 1, wherein the deposition enhancement system comprises:

- (a) from about 0.1% to about 30% of an anionic, cationic, amphoteric nonionic surfactants and combinations thereof; and
- (b) from about 0.1% to about 30% of a hydrophobically modified anionic, cationic amphoteric polymer where upon dilution forms a hydrogel or gel emulsion precipitate.

30. A composition according to claim 29, wherein the precipitate is a floc which can be broken up upon shear or rubbing and form a uniform and dispersed film on the surface of the skin.

31. A composition according to claim 11, wherein optical particles of interest contain a surface modification selected from amino acids, proteins, fatty acids, lipids, phospholipids, anionic and/or cationic oligomers/polymers and mixtures thereof.

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32. A composition according to claim 1, wherein the particles are dispersed on the skin in that less than 30% of the particles have a size of 10 times or more than the D_{50} particle size as measured by optical microscopy.